

SENATE HEARING SLIP

(Please Print Plainly)

DATE: 1-5-00
BILL NO. AB482
or
SUBJECT _____

Kathi Kilgore
(NAME)
2801 Fish Hatchery Rd.
(Street Address or Route Number)
Madison, WI 53713
(City and Zip Code)
WI Restaurant Assn.
(Representing)

Speaking in Favor: ☒

Speaking Against: ☐

Registering in Favor:
but not speaking: ☐

Registering Against:
but not speaking: ☐

Speaking for information
only; Neither for nor against: ☐

Please return this slip to a messenger PROMPTLY.

Senate Sergeant-At-Arms
State Capitol - B35 South
P.O.Box 7882
Madison, WI 53707-7882

SENATE HEARING SLIP

(Please Print Plainly)

DATE: 1-5-00
BILL NO. AB 482
or
SUBJECT _____

Loretta Swandby
(NAME)
44 E. M. Flw #101
(Street Address or Route Number)
Madison, WI 53703
(City and Zip Code)

Outdoor Advertising Assoc.
(Representing) of Wisconsin

Speaking in Favor: ☐

Speaking Against: ☐

Registering in Favor:
but not speaking: ☐

Registering Against:
but not speaking: ☐

Speaking for information
only; Neither for nor against: ☒

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P.O.Box 7882
Madison, WI 53707-7882

SENATE HEARING SLIP

(Please Print Plainly)

DATE: 1-5-00
BILL NO. AB 482
or
SUBJECT _____

David Vieth
(NAME)
(Street Address or Route Number)
Madison WI
(City and Zip Code)
Wis DOT Highway Operations
(Representing)

Speaking in Favor: ☐

Speaking Against: ☐

Registering in Favor:
but not speaking: ☐

Registering Against:
but not speaking: ☐

Speaking for information
only; Neither for nor against: ☒

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Madison, WI 53707-7882

SENATE HEARING SLIP

(Please Print Plainly)

DATE: 1/5/99

BILL NO. AB 482

or

SUBJECT _____

Tim Fiacchi
(NAME)

104 E. Gilman St
(Street Address or Route Number)

Madison WI 53703
(City and Zip Code)

Rep. Lorraine Seratti
(Representing)

Speaking in Favor: ☒

Speaking Against: ☐

Registering in Favor:

but not speaking: ☐

Registering Against:

but not speaking: ☐

Speaking for information only; Neither for nor against: ☐

Please return this slip to a messenger **PROMPTLY.**

Senate Sergeant-At-Arms
State Capitol - B35 South
P.O. Box 7882
Madison, WI 53707-7882

Vote Record

Senate Committee on Insurance, Tourism, Transportation and Corrections

Date: 1/5/00
 Moved by: 482 gschmidt Seconded by: Zien
 AB: _____ Clearinghouse Rule: _____
 AB: _____ SB: _____ Appointment: _____
 AJR: _____ SJR: _____ Other: _____
 A: _____ SR: _____

A/S Amdt: _____
 A/S Amdt: _____ to A/S Amdt: _____
 A/S Sub Amdt: _____
 A/S Amdt: _____ to A/S Sub Amdt: _____
 A/S Amdt: _____ to A/S Amdt: _____ to A/S Sub Amdt: _____

Be recommended for:

- ☒ Passage
☐ Introduction
☐ Adoption
☐ Rejection

- ☐ Indefinite Postponement
☐ Tabling
☒ Concurrence
☐ Nonconcurrence
☐ Confirmation

Committee Member

Sen. Roger Breske, Chair
 Sen. Richard Grobschmidt
 Sen. Jim Baumgart
 Sen. Kevin Shibilski
 Sen. Dale Schultz
 Sen. Alan Lasee
 Sen. David Zien

Aye	No	Absent	Not Voting
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Totals:

☐ Motion Carried

☐ Motion Failed

ROGER BRESKE

STATE SENATOR

12th District

Capitol Address:
State Capitol
P.O. Box 7882
Madison, WI 53707-7882
(608) 266-2509

Legislative Hotline:
1 (800) 362-9472

Home Address:
8800 Hwy. 29
Eland, WI 54427
(715) 454-6575



COMMITTEE MEETING/AGENDA

THE CAPITOL – ROOM 201SE

January 4, 2000

I. CALL TO ORDER

"The hour of 10AM having arrived, I will call this meeting of the Senate Insurance, Tourism, Transportation and Corrections Committee to order. The clerk will take the role."

II. ASSEMBLY BILL 444

"The first bill up today is AB444, legislation initiated by the Law Revision Committee."

*An amendment has been distributed
No one registered to speak on this bill. Does Legislative Council have any comments on the bill?*

The bill was unanimously approved by the Assembly Committee on Transportation and passed on a voice vote by the full Assembly.

III. SENATE BILL 257

We're going to take SB257 out of order at this time.

"This legislation relates to minimum standards for life insurance policies in which the proceeds are assigned to funeral directors or funeral establishments."

IV. ASSEMBLY BILL 482

"Relating to: specific information signs advertising seasonal food service."

V. ASSEMBLY BILL 551

"This legislation is a comprehensive, technical bill initiated by OCI. I'd like to ask Eileen Mallow to give the committee a brief overview of the bill on behalf of the Commissioner."

The bill ~~was~~ ^{has} passed the Assembly Insurance Committee unanimously and the full Assembly on a voice vote. I have received a request from a Committee member for a one week delay. I will honor this request, but will either paper ballot the bill after one week or schedule for our next Executive Session on January 19.

VI. SENATE BILL 292

Relating to: prisoner reimbursement to county for booking costs.

I have introduced an amendment to SB292, a copy of which has been circulated to members.

VII. SENATE BILL 300

Relating to low-speed vehicles, granting rule-making authority and providing a penalty.

I will now close the public hearing portion of this hearing. And will now call the Committee to order for an Executive Session.

The clerk will take the roll.

The Chair would entertain a motion to adopt ^{the amendment to} AB444 – The Law Revision Committee Bill.

... *Entertain motion to adopt AB444 as amended.*

The Chair would entertain a motion to adopt AB482 – The Specific Sign Bill

...

The Chair would entertain a motion to adopt the amendment to SB292 – Booking costs for prisoners bill.

...

The Chair would entertain a motion to adopt SB292 as amended.

...

The Chair would entertain a motion to adopt SB300 – The low speed vehicle bill.

...

I will now close the Executive Session. The Committee stands adjourned.

Testimony of Timothy M. Fiocchi
On Behalf of Representative Lorraine M. Seratti

Assembly Bill 482

January 5, 2000

Thank you Chairman Breske and members of this committee for giving me the opportunity to speak with you today. My name is Tim Fiocchi and I am here on behalf of Representative Lorraine Seratti. Representative Seratti intended to be here this morning, but unfortunately she caught this wonderful flu that everyone has been enjoying so much.

As I'm sure you know, the Wisconsin tourism industry fluctuates tremendously based on the seasons. Most areas see steady business in spring and autumn with tourism peaking in summer. During winter, these tourist sensitive businesses often close because the operating costs are too high relative to the low customer traffic.

Many of the small businesses, which cannot afford to remain open during the off-season, have very small advertising budgets. Advertising on large billboards is often beyond their means, and advertising on specific information signs is not currently possible as state statutes only allow restaurants open year-round to use such signs.

Specific information signs are the blue state signs motorists see along the highway informing drivers of gas, food, lodging and camping establishments at each exit. Since these signs are meant to aid motorists, rather than simply serve as advertisement, there are strict rules governing the hours and months a business must be open so motorists do not exit a highway only to find a business closed.

It is important to continue to have strict rules governing the specific information sign program and it is not our intent to loosen the guidelines. However, the rules governing the type of business establishment are inconsistent and this bill hopes to rectify these problems.

For example, seasonal places of lodging and camping are allowed to use the specific information sign program, but restaurants cannot participate in the program unless they operate at least five days a week year-round and are open from at least 10:00 a.m. to 7:00 p.m. This opens up the sign program to larger restaurants, but not the small businesses sensitive to the trends of tourism. Additionally, many restaurant owners feel 10:00 a.m. is too early, since most customer traffic is during lunch and dinnertime.

This bill rectifies both problems by allowing restaurants open at least 32 continuous weeks per year and businesses that open at 11:00 a.m. to participate in the program. Under the bill seasonal restaurants would be required to cover their sign during the off-season so drivers do not mistakenly think it is open. This is the same law governing seasonal lodging and camping establishments.

One of the only negative arguments against this bill is that there might not be enough open sign spaces to meet the demand. However, the Legislative Fiscal Bureau indicates that 627 out of the 2,987 specific information sign spaces allotted to restaurants were open as of the end of the second quarter.

Allowing new restaurants to participate in the program would fill many of these spots. With each permit costing \$40 annually and plenty of open spaces available, the Legislative Fiscal Bureau expects this bill to generate \$12,600 annually from additional permit sales with no increased cost.

Thank you for your time. I will be happy to answer any questions.



Date: January 5, 2000

To: Senate Committee on Insurance, Tourism, Transportation and Corrections
Senator Roger Breske, Chairman

From: Kathleen Kilgore, Government Relations Specialist
Wisconsin Restaurant Association

Re: Support of Assembly Bill 482

~~~~~  
The Wisconsin Restaurant Association represents over 7,000 foodservice outlets in the state of Wisconsin. Our members are always looking for more ways to reach new customers. This is why it has always been the prerogative of WRA to support new, affordable opportunities for our members to gain more visibility for their businesses. WRA strongly supports Assembly Bill 482 for the changes it makes in the Specific Information Sign (SIS) law.

First and foremost, the bill shortens the minimum time that a restaurant must be open by requiring that the facility be open for business no later than 11 a.m., instead of 10 a.m. which is current law. This segment of the law has been inconsistently enforced around the state. By pushing back the requirement by one hour, the playing field of the highly competitive restaurant industry is leveled, giving many smaller, independently owned operators a chance to gain more visibility and possibly catch the eye of more travelers.

The bill also allows seasonal restaurants to advertise on a SIS sign. These tourism businesses depend on travelers during their peak season to keep their business alive. Roadside advertising opportunities for seasonal restaurants are very limited. This law change gives seasonal restaurants the same opportunities as their year-round competition.

WRA has always supported more opportunities for restaurants to gain more visibility, whether it is through private signs and billboards or state owned informational and directional signs. We ask for your support of Assembly Bill 482.



44 EAST MIFFLIN STREET, SUITE 101  
MADISON, WISCONSIN 53703  
608-286-0764

## **1999 ASSEMBLY BILL 482**

### **TESTIMONY - FOR INFORMATION ONLY**

**Delivered by Janet R. Swandby, Executive Director**

**Submitted to the Senate Insurance, Tourism, Transportation and Corrections Committee  
January 5, 2000**

**Subject of Bill: Authorizing Specific Information Signs Advertising Seasonal Food Service**

The Outdoor Advertising Association has, in the past, strongly opposed efforts to authorize additional Specific Information Signs (SIS).

"SIS" signs are the blue and white "logo" signs which advertise gas, food, lodging and camping facilities. The program was initiated by the federal government and then implemented by the individual states.

The outdoor advertisers, or billboard companies, have opposed nearly all past attempts to expand the "SIS" program due to concerns that it unfairly competes with, and undercuts the services already offered in the private sector. For instance, "SIS" logo signs are permitted directly on the state highway right-of-way, where our advertising signs are forbidden. In addition, these signs can be placed in any zoning district, including agricultural and residential areas. State and federal law prohibits the erection of new billboards anywhere but areas zoned commercial or industrial. Finally, "SIS" signs can be offered at a lower rate than billboards located on private property, partly because there is no requirement to pay personal property taxes or rental fees to a landowner.

We also submit that most requests for highway signage can, and should be, addressed at the local, not the state level. Cities, villages, and towns that have state highways passing through their boundaries have the authority to permit or deny a wide variety of commercial signs located adjacent to these highways. More and more often municipalities are adopting severely restrictive sign ordinances. This forces businesses to ask for state sponsored "SIS" signs instead.



In spite of these factors, we have decided to *withhold opposition to this very specific bill*. I am testifying "for information only" in order to express concerns we may have in the future if more attempts are made to expand this program.

No one knows better than we do how important signage is for the survival of retail and service-oriented business. In Wisconsin, for instance, the tourism industry is the number one source of outdoor advertising revenue. Commercial establishments literally live and die by their ability to attract motorists off the highway.

We realize that some seasonal businesses would benefit from passage of AB 482. We fear, however, that this is not the last request you will receive from constituents for state sponsored, highway right-of-way signs promoting their business. After all, if you are in a retail or service oriented business, you naturally want as much signage as you can get.

If and when these future requests come in, we ask you to consider the services already offered by the private sector in commercial areas, as well as the role of local government in crafting sign ordinances that truly serve the needs of the business community.

Thank you for giving me the opportunity to provide the outdoor advertising industry's perspective on the expansion of the SIS program.